


TOOLS FOR EFFECTIVE CRISIS COMMUNICATIONS

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*“A lie gets halfway around the world
before the truth has a chance to get
its pants on.”*

- Winston Churchill

WHAT IS CRISIS COMMUNICATIONS?

- Crisis communication is a sub-specialty of the public relations profession
- It is the collection, processing, and dissemination of information required to address a crisis situation
- It is designed to protect and defend an individual, company, or organization facing a public challenge to its reputation



Source: Wikipedia



BEST PRACTICES FOR CRISIS COMMUNICATION

1. Develop a plan before you need it
2. Respond in a timely manner
3. Delegate responsibilities and minimize miscommunication
4. Consult legal and crisis management professionals
5. Prioritize your team

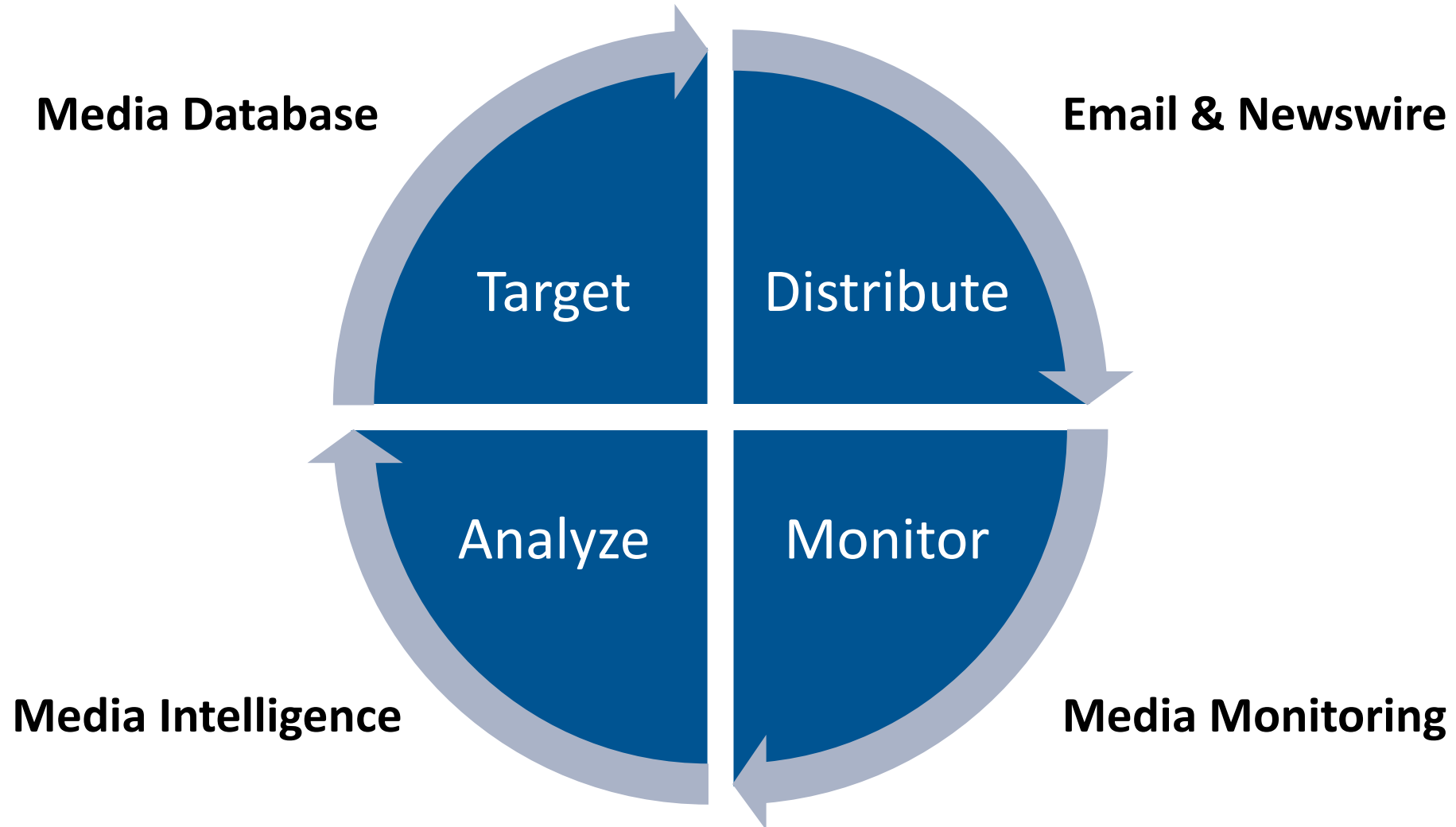
Source: U.S. Chamber of Commerce

DEVELOP A PLAN BEFORE YOU NEED IT

- Anticipate potential situations that might occur
- Develop positioning statements
- Draft news releases
- Create contact distribution lists
 - Media contacts
 - Internal & external stakeholders
- Determine the most appropriate methods of communications
 - Email & news releases
 - Social media
 - Press conference

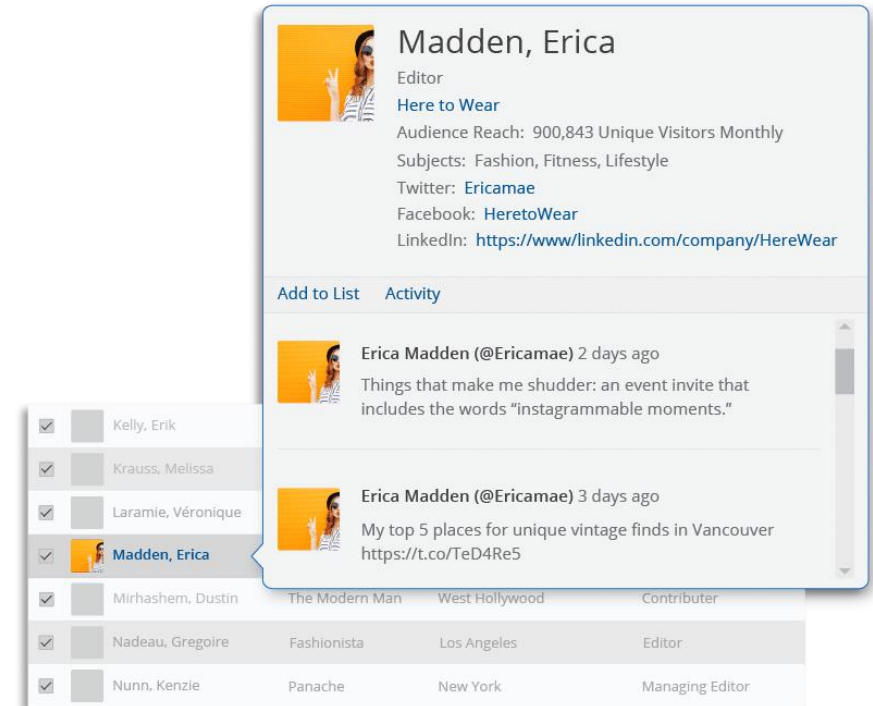


PR WORKFLOW



MEDIA DATABASE

- A database of media outlets and contacts that allows PR professionals to target the most pertinent media influencers for their message
- Allows for the creation of media contact lists that can be used instantly during time of need
- Agility's global media database has over 1,000,000 media contacts and outlets
- Benefits
 - Alleviates the need to hunt for media contact information
 - Allows distribution lists can be set-up ahead of time



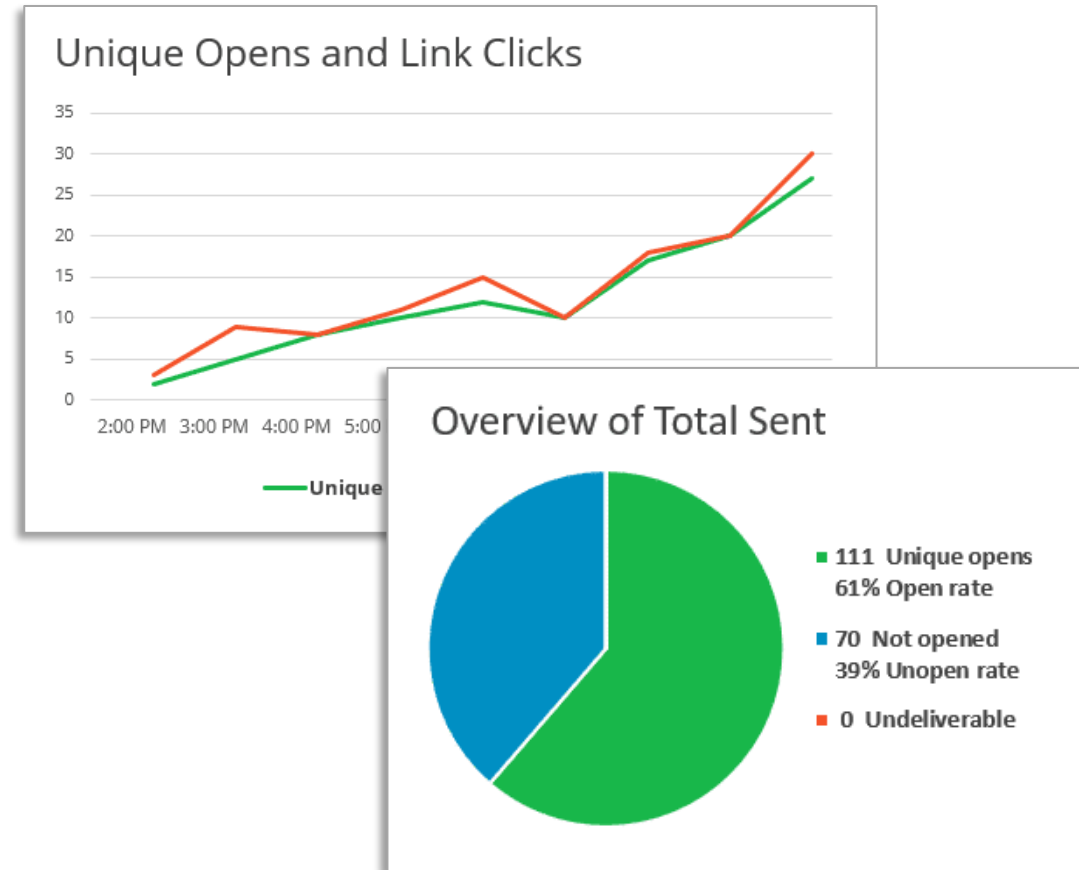


RESPOND IN A TIMELY MANNER

- When a crisis occurs, it is important to respond in a timely manner
- Having a crisis communication plan can help organizations to respond quicker
- Communications methods
 - Email
 - News release
 - Social media
 - Press conference

EMAIL DISTRIBUTION

- Allows PR professionals to connect with journalists and influencers by sending email communication directly from the platform
- Benefits
 - Allows the same message to be sent to multiple stakeholders
 - Allows group access to email distribution lists
 - Reporting provides insight into who received the information



NEWS RELEASES

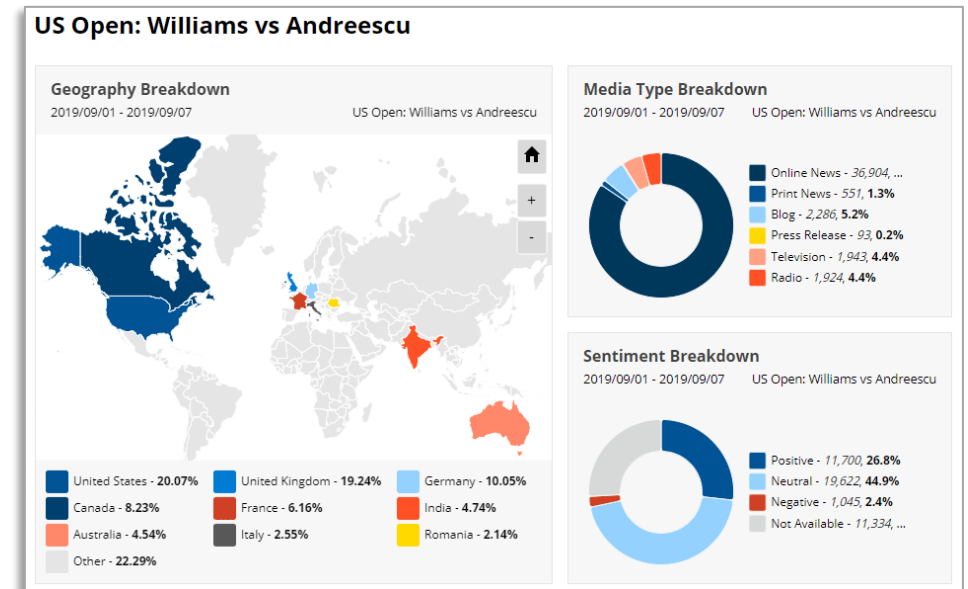
- A news release (or press release) is an official statement delivered to members of the news media
- Provides information, creates an official statement, or makes an announcement directed for public release
- News releases are sent via a newswire service to disseminate the news or message
- Benefits
 - Agility's Newswire allows PR professionals to amplify their messaging – especially during crisis communications
 - Adds credibility to news release content by using news agency channels that are trusted by media



Source: Wikipedia

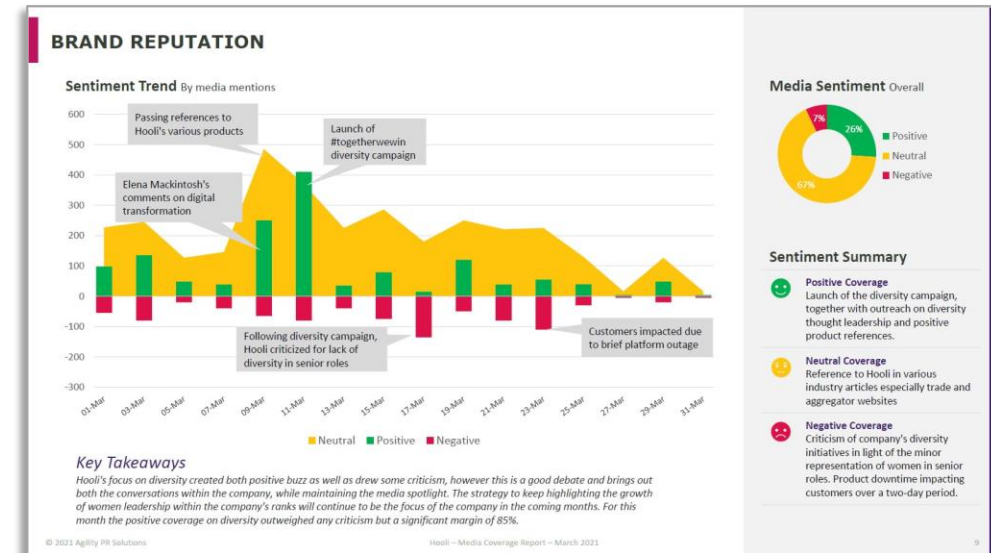
MEDIA MONITORING

- Monitor and report on coverage across online, print, broadcast, podcasts and social media
- Create media briefings to keep stakeholders in the know by sharing top press clippings of vital coverage
- Benefits
 - Agility's Monitoring service allows crisis management teams to stay on top of issue coverage
 - Provides up-to-date coverage from a variety of sources



MEDIA INTELLIGENCE

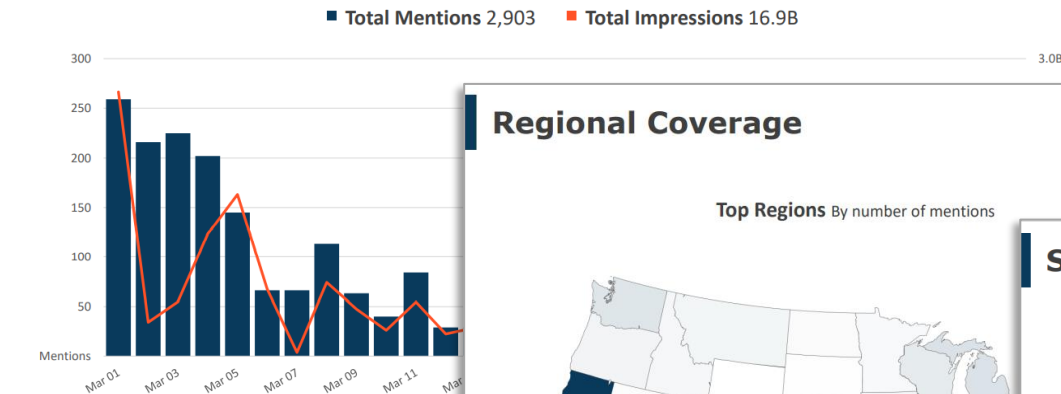
- Includes daily media briefings, monthly coverage reports and monthly insights reports
- Allows crisis teams to see a summary of all coverage over the reporting period
- Benefits
 - Demonstrate the impact of PR with highly relevant, time-saving media reports
 - Delivered in executive-ready presentation format
 - Provides an excellent recap of all media coverage over time



MEDIA INTELLIGENCE

Media Coverage Report

Coverage Trend



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Regional Coverage

Top Regions By number of mentions

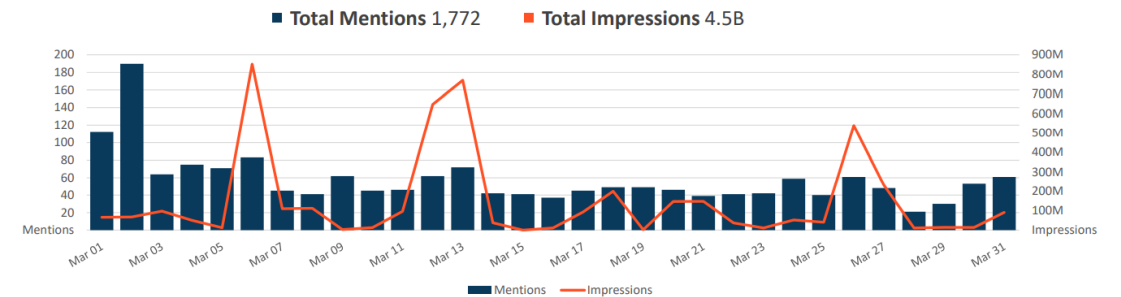


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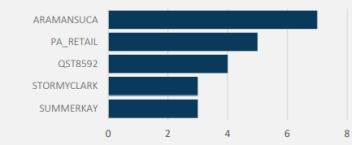
Starbucks – Media Coverage Report – March 2021

Top 10 Cities By number of mentions

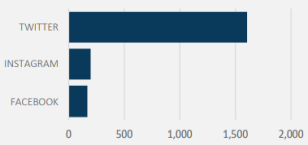
Social Trend



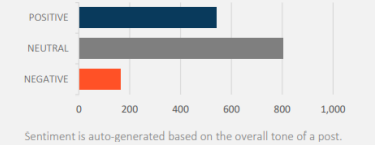
Top 5 Influencers By number of posts



Social Channels By number of posts



Social Sentiment By number of posts



Sentiment is auto-generated based on the overall tone of a post.


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Starbucks – Media Coverage Report – March 2021

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MEDIA MONITORING

Media Briefing Report

[View in Browser](#)

Executive Summary

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[Company News \(2\)](#)[Competitor News \(2\)](#)[Industry \(0\)](#)

Company News

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CBC | Sarah Johanson | 2020-09-03 09:23 EST

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Wallstreet Journal | Coleen Davis | 2020-09-03 09:23 EST

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Competitor News

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Industry

No Relevant Coverage

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OCTOBER 12, 2020

EXECUTIVE SUMMARY

[COMPANY NEWS \(2\)](#) | [COMPETITOR NEWS \(2\)](#) | [INDUSTRY \(0\)](#)

COMPANY NEWS

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COMPETITOR NEWS

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COVERAGE BRIEFING

October 12, 2020


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Executive Summary

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Company News

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CBC | Sarah Johanson | August 03, 2020 09:23 EST


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Competitor News

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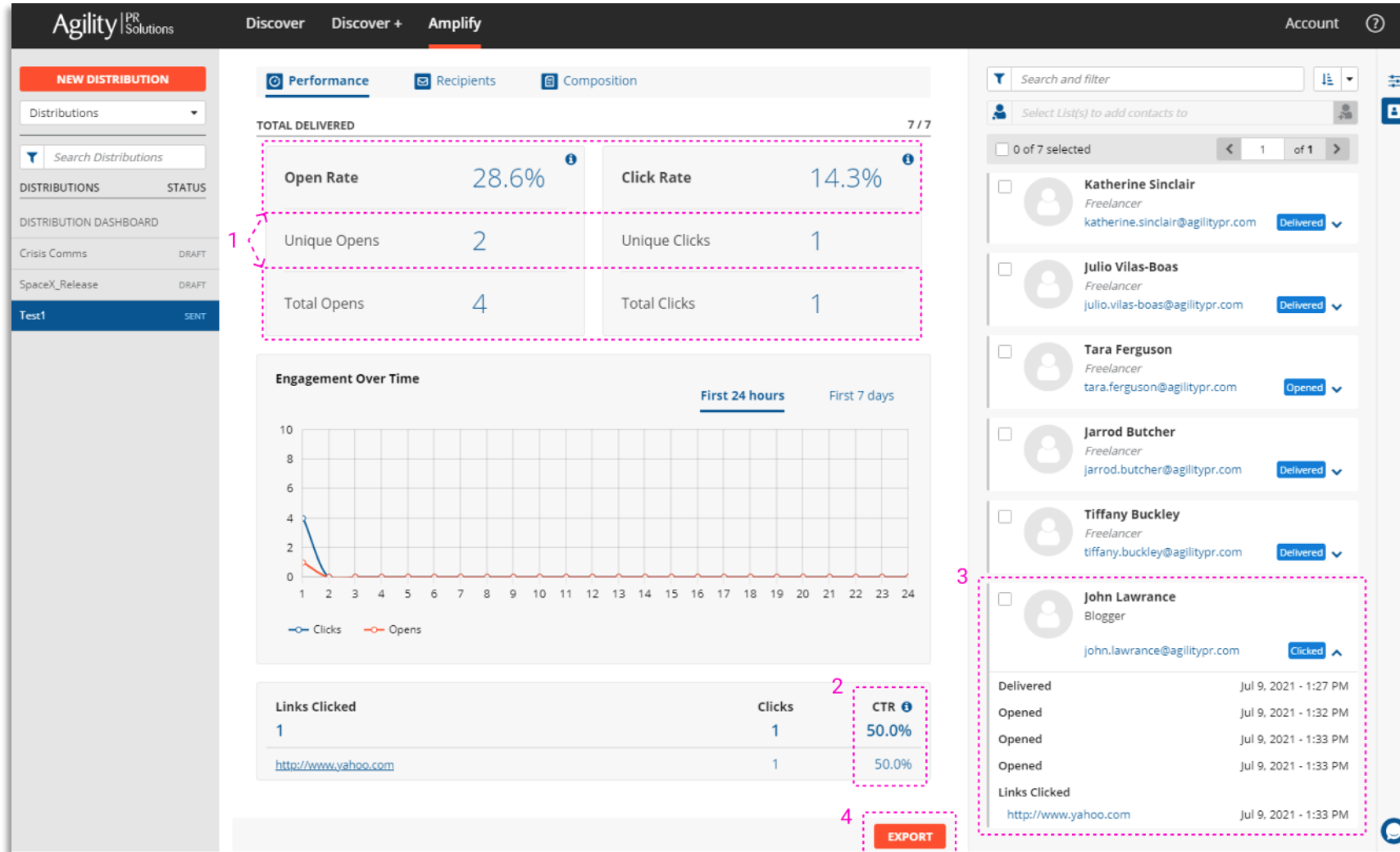
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DELEGATE RESPONSIBILITIES AND MINIMIZE MISCOMMUNICATION

- Helps to prevent overwhelming your leaders
- Appoint someone to be that consistent voice within your organization
 - Minimizes the risk of miscommunication
- Track communication
 - Email distribution reports in platform
 - News release distribution reports








EMAIL DISTRIBUTION



NEWS RELEASE

Newsire Performance Report

 <div>Sep 9 2020 10:00AM New survey shows strained PR pro – journalist relationship</div>					
Screenshot	Date	URL & Direct URL	Alexa Traffic (Global)	MOZ DA	Total Traffic
	Yahoo! Finance Captured 10:09 AM ET 09/09/20	Finance.Yahoo.com https://finance.yahoo.com/news/survey-shows-strained-pr-pro-140000423.html	<u>10</u> ▲ 2	<u>93</u> ■	<u>4,847,881.88</u> -6.55%
	MarketWatch Captured 10:00 AM ET 09/09/20	https://www.marketwatch.com/ https://www.marketwatch.com/press-release/new-survey-shows-strained-pr-pro--journalist-relationship-2020-09-09	<u>389</u> ▼ 54	<u>92</u> ■	<u>138,170,854</u> -7.24%
	Associated Press Captured 10:10 AM ET 09/09/20	https://apnews.com https://apnews.com/news-direct-corporation/957568701b8e06c36e627672092a4549	<u>1,422</u> ▲ 314	<u>92</u> ■	<u>53,461,524</u> -8.42%
 <div>New survey shows strained PR pro – journalist relationship</div>					

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CONSULT LEGAL AND CRISIS MANAGEMENT PROFESSIONALS


- Helps to avoid potential legal issues or making problems even worse
- Crisis management professionals can provide expert guidance along the way
 - As part of your crisis planning
 - During an actual crisis
- Leverage many of the recommended tools as part of their efforts



PRIORITIZE YOUR TEAM

- Keep your internal team informed and updated as much as possible
 - Ensures your employees feel safe, valued and informed
 - Helps to build trust – especially during difficult periods
- They can become extremely powerful messengers





“An ounce of prevention is worth a pound of cure.”

- Benjamin Franklin



QUESTIONS?